

## Proposal for AEME Conference 2019 Theme: 'Experience, Value creation, and Impact in Events Education and Research'

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### Do graduating Events Management students perceive transformative benefits from experiential learning opportunities on a university's public events programme?

This case study considers student perceptions on the transformative value and impact of experiential, or "hands on", learning, which is becoming '*an increasingly valued form of pedagogy in higher education*'; according to Qualters (2010 and Kolb & Kolb 2005) who claimed experiential learning demonstrates '*stronger student learning outcomes*'; potentially indicating enhanced value for money. The developmental approach used by universities has been described by Austin & Rust (2015. 145) as being likely to be; '*the difference between experiential education programs that enhance student learning and those that do not.*'

The Academy of Music & Theatre Arts ('AMATA') at Falmouth University hosts student & public events which have been used as a learning vehicle for students on BA(Hons) Creative Events Management and BA(Hons) Music, Theatre & Entertainment Management over a period of 8 years. Students have benefitted from a range of opportunities to gain direct experiences, the results of which are '*often concrete, easily identifiable and applicable*' (Perrin J, 2014. 1).

The presentation considers; a review of academic literature; a general discussion of the institutional approach to implementing and assessing the opportunities; and primary research in the form of on-line questionnaires exploring student perceptions, carried out with a sample group of fifty 2018 graduates.

A range of ethical principles were considered and limitations of this case study identified including the sample size.

Conclusions include the identification of elements of best practice.

### References

Austin, J.A. & Rust D.Z. (2015) *Developing an Experiential Learning Program: Milestones and Challenges*. International Journal of Teaching and Learning in Higher Education. International Society for Exploring Teaching & Learning

Perrin, J (2014) *Features of Engaging and Empowering Experiential Learning Programs for College Students* Journal of University Teaching and Learning Practice University of Wollongong

**Adrian Bossey** is a Head of Subject at Falmouth University and a former artist manager whose clients included *Carter the Unstoppable Sex Machine* and *Chumbawumba*. He has both; managed the main stage headline act at *Glastonbury Festival* and written a chapter for *The Routledge Handbook of Festivals* (2018). Adrian was Executive Producer at AMATA; setting up the public programme and working with artists including *Belarus Free Theatre*, *Cara Dillon*, *Shobana Jeyasingh Dance*, *Pussy Riot* and *Elton John*. Adrian wrote and led delivery of courses including MA Creative Events Management and BA(Hons) Creative Events Management. Adrian blogs at <http://www.tumblr.com/blog/futurefestivals> and <https://www.agreenerfestival.com/blog/>

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